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OCT 26 1943



INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

July 24, 1943

No. 16

THE HOME FRONT PLEDGE AND FOOD

Booklets on the Home Front Pledge campaign -- the portion of the over-all food campaign covering rationing and price control -- are now in the mail.

The booklet explains what the campaign is, how it will work. You'll note that the drive will be carried out by committees of local citizens in each community. The community service member of the local war price and ration board has the responsibility for initiating formation of these committees.

Here's how you'll fit into the program:

The info officer of the OPA district office will notify the county agent, FSA county supervisor, WB chairman and county nutrition committee chairman when Home Front Pledge materials (in addition to the handbooks) are ready. He will also see to it that these agricultural officials are invited to participate in forming local committees for each community where the drive is staged. Plans are being made to take the campaign into rural areas later on, with a special leaflet for farm families now in preparation.

This campaign is (one action phase) of the educational program of the general theme "Food Fights for Freedom." It is as important as each of the other specific food programs such as Victory Gardens, farm production goals, farm labor, nutrition, food conservation, etc. So give it your best to help food fight!

For your information, the Home Front Pledge booklet is going to Extension on state and county levels; to FDA regional, state and county; to FSA regional, state and county; state and county WB chairmen; all field info officers.

ALLY'S SENDOFF

Lord Woolton, British food minister, will participate in launching the Home Front Pledge campaign by speaking on USDA's Consumer Time broadcast on Saturday, July 31. Speaking from London, he'll tell about price control methods over there. The domestic part of the show will dramatize New Orleans' Home Front Pledge drive which lopped 5 percent off the cost of living index there. The broadcast will be aired at 12:15 p.m. EWT over NBC.

RESHUFFLING CANNERS Distribution of rationed pressure canners has been revised to speed movement of canners to Northern areas and some other sections. (See USDA Release 157-44.) Reason behind the shift is the fact that production has been slower than anticipated. WPB says more than 123,000 canners will be available by the end of July and the program for producing 275,000 canners will be about 85 percent complete by September 1.

Although the distribution revision is good news for some areas, it should not stimulate hopes that canners will be abundant anywhere. They're still made of critical materials, still rationed, still scarce.

CAN IT RIGHT Speaking of home canning, WPB reports more home canning jars and covers were made in the first five months of 1943 than in all 1942 (WPB Release 3965). With many women canning for the first time -- and with wartime equipment -- it's important to follow manufacturers' instructions carefully to avoid food waste and accidents. USDA Release 144-44 offers some advice on how to get good results. See also USDA Releases 164-44, 171-44.

-----THANKS FOR THE YARNS-----

The recent appeal for achievement stories of farmers who are doing their war jobs with outstanding success brought fine response from the field. Thanks are due to all who contributed. These stories won't go to waste. Before long, we'll be able to notify you exactly what use will be made of the yarns. Meanwhile, thanks again for coming through.

-----LABOR SUCCESS STORIES The North Carolina Extension editor has developed a worthwhile system for getting labor success stories from his state and putting them to work. Each county agent is asked to supply one narrative report from his county in each monthly report. Grist that comes into the mill this way provides good material for stories showing how and why the Crop Corps works.

Most stories are used on a state level. But there's no reason for stopping a good story there. They can be used effectively on the national level, too. Farm & Home Hour and a dozen other national outlets can put these accounts to work boosting the Crop Corps from coast to coast.

OVER THE AIRWAVES Here's what the Farm & Home Hour fare will feature for the week: Monday, July 26, "Women in Bean Fields" and "Storing Vegetables for Winter"; Tuesday, July 27, "Canning Queries" and "Hot Weather and Work Stock"; Wednesday, July 28, J. B. Hutson, WFA associate administrator, on "Market Lighter Hogs"; Thursday, July 29, "Longer Grazing, More Milk"; Friday, July 30, "Wartime Developments in Food Distribution," fourth in "The Future for Which We Fight" series.

CHECK AND DOUBLE CHECK Just to keep up with what's coming out, here are some recent additions to the Food Info Series: Small Farmers Food Production as Shown by Analysis of FSA Borrowers' Operating Plans for 1943, No. 37; Hayseed Harvest and Conservation, No. 38; Stretch the Pasture, No. 40; and Conservation and Re-Use of Agricultural Bags, No. 41.

RADIO AND RATIONS

The info job on ration and licensing regulations affecting farm families won't be completed until the last vestige of confusion and misunderstanding is weeded out. That's why we're calling your attention again to Food Info Series 31-a, a set of outlines for radio broadcasts on these subjects. Extension editors, county agents and home demonstration agents will find this info aid extremely useful in carrying this vital information to farm families.

Moving Machinery. In an effort to fill state and county machinery quotas set under last year's farm machinery and equipment distribution program and to simplify distribution procedure, WFA will announce a Supplementary Order (No. 5) to FPO No. 3. Authorized manufacturers will be allowed to distribute in the year beginning July 1943 up to 40% of their production of items now listed for rationing under WPB order L-257 which provides for the output of new machinery at an average of 80% of 1940 and provides for parts production. Manufacturers may distribute up to the 40% as they see fit through regular channels after they have first filled the state and county quotas issued to them by WFA. See Ag. Press release 184-44.

SWEETPOTATO CAMPAIGN

Important information campaign is now being planned by FDA to urge farmers to cure and store this year's big record crop of sweetpotatoes so that it can be marketed in an orderly manner. Also to get consumers to eat more sweetpotatoes. Common practice in some areas in the past has been the marketing of green (uncured) sweetpotatoes. Consumer and processing channels cannot use up these potatoes as fast as they are dumped on the market, consequently much food has been wasted since uncured sweetpotatoes perish rapidly. The info job this year is to get farmers to provide adequate farm curing and storage facilities so they can be marketed sensibly. An information kit similar to the one prepared for Irish potatoes will reach the field within a few days. It will contain stories, suggestions and layouts aimed at farmers, consumers and the trade. Promotion and education should begin immediately and continue on through October.

1870
The first of the year
was a very dry one
and the crops were
very poor.

The second of the year
was a very wet one
and the crops were
very good.
The third of the year
was a very dry one
and the crops were
very poor.

The fourth of the year
was a very wet one
and the crops were
very good.

The fifth of the year
was a very dry one
and the crops were
very poor.

The sixth of the year
was a very wet one
and the crops were
very good.

The seventh of the year
was a very dry one
and the crops were
very poor.

The eighth of the year
was a very wet one
and the crops were
very good.

The ninth of the year
was a very dry one
and the crops were
very poor.

The tenth of the year
was a very wet one
and the crops were
very good.

The eleventh of the year
was a very dry one
and the crops were
very poor.

The twelfth of the year
was a very wet one
and the crops were
very good.

The thirteenth of the year
was a very dry one
and the crops were
very poor.